



How Canary drove customer conversions with Simon

Canary was looking to increase engagement with their current customers and to drive new subscriptions. They knew they needed better access to their customer data and were looking for a platform that would allow them to get a centralized view of their customers and act on those insights.

The Canary Story

Canary is a smart home camera business with a mission to make people safer and more connected to their homes. They've been providing customers with a complete security system in a single device since their founding in 2012.

Before Simon

Canary had previously been using MailChimp but was quickly beginning to run into limitations with the SMB focused platform, especially as Canary began to grow and scale their business. Canary's access to their data was limited, preventing them from fully acting on customer insights and using personalization in their marketing campaigns. Canary was looking for a platform to help solve their data problems and enable them to act on their data with triggered, automated campaigns.

After Simon

With the Simon platform, Canary was able to integrate and unify their data, giving them a better understanding of their customers. Using this data, Canary not only updated their onboarding series for new customers but they also set up a triggered campaign alerting a customized segment, their existing app users, to the new features that are available for subscribers, leading to stronger engagement. Additionally, Canary built a prospecting funnel with the marketing actions powered by Simon that has messaged 2k warm leads with targeted emails in only 4 months.

5.3%

CONVERSION RATE

The Results

After integrating Simon, Canary was able to build an automated winback journey with a 5.3% conversion rate—all with a lean team of marketers and minimal help from their data team. Simon acted as a partner throughout the entire process, from integration to their first campaign send and after.

Simon Data has been a huge part of our success and has enabled our marketing team to solve challenges quickly and allows us to focus more time on our most important tasks. They integrate really well both at points where we're collecting data as well as pointing those user cohorts to specific channels. They allowed us to grow quickly with a scrappy

JAKE BODMER | DIRECTOR, CRM MARKETING



INDUSTRY
ONLINE MARKETPLACE



LOCATION
NEW YORK, NY



SIZE
51-200 EMPLOYEES